ASC's Theory of Change

Aquaculture is the fastest growing food production system globally. As the sector grows, so does its environmental and social footprint. ASC aims to transform aquaculture towards environmental sustainability and social responsibility, creating value across the chain.

These purchasing preferences increase the demand for responsibly farmed fish. When consumers buy ASC certified fish, they reward responsibly managed farms. Based on robust standards, the ASC programme aims to improve fish farming practices.

Greater demand for responsibly farmed seafood influences more farms to be assessed against the ASC standards. The more farms that become certified, the greater the environmental and social improvements. ASC certified farms create less pressure on the environment and ensure social responsibility.